

REMARKS:

In accordance with the foregoing, claims 1-9, 11, 13-16, 19-23, 27, 31, 36, 38-49, 51, 52 and 54-77 are cancelled herein (claims 10, 12, 17, 18, 24-26, 28-30, 32-35, and 37 remain cancelled). New Claims 78-93 have been added. Thus, claims 78-93 are pending and under consideration. No new matter has been added. The rejections are traversed below.

REJECTION UNDER 35 U.S.C. § 102(b):

Claims 1-3, 6-8, 11, 22, 23, 27, 31, 38-42, 45, 51, 54 and 56-63 are rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 5,056,019 (Shultz).

As mentioned above, claims 1-3, 6-8, 11, 22, 23, 27, 31, 38-42, 45, 51, 54 and 56-63 are cancelled herein without prejudice.

Therefore, withdrawal of the rejection is respectfully requested.

REJECTION UNDER 35 U.S.C. § 103(a):

Claims 5, 9, 13-16, 19-21, 36, 43, 44, 46-49, and 64-77 were rejected under 35 U.S.C. §103(a) as being unpatentable over Shultz.

As also mentioned above, claims 5, 9, 13-16, 19-21, 36, 43, 44, 46-49, and 64-77 are cancelled herein without prejudice.

Therefore, withdrawal of the rejection is respectfully requested.

NEW CLAIMS:

New claims 78-93 are added herein.

Proper support for the new claims 78, 80, 81, 85, 89 and 91 can be found at least at page 10, line 37 through page 12, line 16 and FIG. 3 and corresponding text of the present application.

Proper support for claims 79 and 90 can be found at least at page 14, line 23 through page 15, line 4, page 33 and FIG. 7(A) corresponding text of the present application, and proper support for claims 82 and 86 can be found at least at page 33, line 3-13 and FIG. 26(A) and corresponding text of the present application.

Further, proper support for claims 83 and 87 at least at page 33, line 26 through page 34, line 5 and FIG. 27(A) and corresponding text, and claims 84 and 88 are supported by the description provided at least at page 34, line 6-21 and FIG. 28(A) and corresponding text of the present application.

Applicants respectfully submit that Schultz is limited to compiling purchase reward offers for circulation to potential offerees, providing each of the potential offerees an identification card with a consumer identification code thereon and identifying an offeree at the point-of-sale terminal by reading the consumer identification code of the offeree (see, col. 7, lines 5-10).

Independent new claims 78-81, 85 and 89-91 recite that the present invention notifies a customer, "... by sending the cumulative points to the customer terminal when the customer is successfully identified" (claims 78 and 89), "...displaying the cumulative points using the customer terminal on a first display after the customer is successfully identified" (claims 79 and 90), "... sending the cumulative points to the customer terminal prior to starting a current transaction" (claims 80 and 91), "... sending the cumulative points to the customer terminal prior to starting a purchase transaction" (claims 81 and 85).

Independent claim 92 recites, "extracting purchase data responsive to a customer transaction", "correlating the extracted purchase data of the customer transaction with a purchase condition table stored by a provider" and "calculating and issuing points in relation to a customer in accordance with the correlation of the extracted purchase data with the purchase condition table including indicating target points for which the customer is eligible to receive a credit". Further, new claim 93 recites that the present invention includes, "correlating purchase data of a customer transaction with a purchase condition table stored by a provider" and "calculating and issuing points in real-time to credit a customer corresponding to the purchase data" based on the correlation of the purchase data with the purchase condition table.

Accordingly, Applicants respectfully submit new claims 78-93 are patentably distinguishable over Schultz.

CONCLUSION:

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

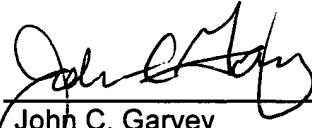
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If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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